SEO Specialist

Nahon, Saharovich and Trotz, are looking for an extraordinarily talented, hard-working individual to join our Marketing Team based in East Memphis. We are seeking someone who craves a challenge and is passionate about search engine optimization (SEO). NST markets its services to a broad range of clients looking to hire a personal injury attorney. At NST, your talent will dictate your career’s growth.

Position Summary:

NST is seeking an SEO Specialist to work with our Marketing Team on our SEO initiatives. The SEO Specialist will be responsible for executing core SEO elements for the firm’s website. This role will work closely with the Marketing Team and Content Writer to produce top-notch SEO work. This can include backlink audits, technical audits, on-page optimization, and more. This role requires a good base knowledge of SEO best practices and will accelerate this candidate to the next level of SEO knowledge. This is an exciting opportunity with plenty of room for growth for the right candidate!

Principal Responsibilities:

You will be responsible for SEO tasks, project management of the tasks, and execution of SEO tasks.

Some of the qualities we are looking for in an SEO Specialist are:

- Someone with the ability to explain SEO strategies to the not-so-technical.
- Ideal candidate should be able to work independently, but also within our tight-knit team.
- Excellent time-management skills with the ability to work under tight deadlines.
- Someone with the ability to wear many hats in this position.
- A close eye for detail with the ability to see how it fits in the overall picture.
- In-depth keyword research
- Studying traffic and analytics
- Split-testing similar pages (A & B Testing)
- Building natural backlinks
- Analyzing competitors
- Maximizing local search exposure
- Developing strong calls to action
- Working with writers and designers
- Programming in HTML, PHP, etc.
- Expertise with the JWeb platform
- Creating effective ranking strategies
- Researching the latest SEO practices
- Technical audits
- Backlink audits
- Knowledge in content writing a PLUS

**Qualifications:**

- 2-4 years; experience in a digital agency, traditional agency, or relevant experience
- Solid work ethic, adaptable to a fast-paced environment and works well under pressure.
- Must be detail oriented.
- A can-do attitude! A team player.
- Strong self-motivator with the ability to prioritize and multi-task independently.
- Excellent professional, communication skills both verbal and written.
- Proficiency in MS Office Suite and/or Google apps (Word, Excel and PowerPoint) is a must.
- A bachelor's degree in a field of study around marketing or computer science.

**Preferred:**

- Certification with Google Analytics & Google AdWords.
- A proven track record of successfully optimizing SEO efforts.
- A master's degree in a field of study around marketing or computer science.
- Customer Service experience.

Details:

Location: Memphis, TN

Compensation: Salary commensurate with experience. 401K, health insurance, paid sick and vacation, and parking included.

How to apply: Email resume to gbcoen@nstlaw.com

Job Type: Full-time

Required education:
- Bachelor's

Required experience:
- SEO: 2-4 years